



HOW WE HELPED
A RETAIL ENERGY
PROVIDER
**INCREASE EFFICIENCY
AND REDUCE
OPERATING COSTS**

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Founded in 1955 in Toronto, Ontario, Bill Gosling Outsourcing began as a traditional accounts receivable management company. Since then, we've expanded into the United Kingdom, the United States, and the Philippines, now operating eight offices worldwide. Made up of almost 2,000 people across four countries, we develop customer communication solutions for every part of the customer lifecycle, from start to end.

Our client is an energy supplier for tenants across the UK. They started as a small start-up company to fill a gap in the utility market, looking to meet the needs of landlords, letting agents, and homeowners.

The energy supplier has experienced rapid annual growth, which has largely been attributed to their emphasis on great customer experiences. Between 2014 and 2015, their revenues grew by over 42%, while their customer base increased by 20%.

Our client made the Sunday Times Virgin Fast Track 100 league table in 2015, which indicates the fastest growing companies in UK. In 2016, consumer group Which? described our client as offering better customer satisfaction than the Big Six energy suppliers in UK.

Bill Gosling Outsourcing—operating as Allied International Credit (AIC) in the UK—began working with this retail energy provider in 2014. Our client has relied heavily on our consultative approach to develop new communication strategies that primarily emphasizes the customers' experience, while increasing efficiency and reducing operating costs.



THE PROBLEM

- Our client was relatively inexperienced in developing end-to-end customer communication strategies that catered to the entire customer lifecycle.
- They could not deliver a customer-first contact centre strategy with only internal resources.
- They lacked infrastructure and scalability to launch additional IVR and/or agent-based sales, customer care, and collections campaigns.





OUR SOLUTION

INFRASTRUCTURE AND SCALABILITY:

- In January 2014, Bill Gosling Outsourcing began providing technology-based outbound IVR solutions for payment reminders, as well as a team of five full time agents to provide third-party collections work with finals/ended customers.
- Trusting our organization, our client came to lean on us for IVR-based solutions and periodic agent-based campaigns to support their sales, customer care, and collections efforts, which they were unable to manage with internal resources.
- Bill Gosling Outsourcing now employs 40 people who represent 80% of our client's outsourced collections, including first and third party early arrears and third party late stage recoveries.
- We have also added welcome calls, IVR-based (i.e. agent-less) customer satisfaction surveys and meter read services, third party trace and collect services, and other third party campaigns to augment the standard collections process before our client commences legal proceedings.

CONSULTATION:

- Our client was open to Bill Gosling Outsourcing's consultative approach, allowing our team to evaluate both internal communications amongst employees, and external customer communication strategies. The result was a reduction of operating costs, and improved customer experiences due to reduced average handle time (AHT) of both inbound and outbound calls.

BENEFITS

We continue to help our client scale alongside their rapid pace of growth, all while ensuring the customer experience is improved and never compromised. We are collecting more debt, maximizing the client's ROI, and providing them with our 60+ years of expertise and infrastructure development.

- Collections saw an 87% increase over 2015 versus our client's 20% growth in customer base.
- In customer satisfaction surveys, 82% of customers were satisfied with the agent they spoke with.
- We proved to be incredibly adaptable and scalable to our client's rapid annual growth.
- We helped our client eliminate over 12,000 online chat sessions per year, collaboratively between our team and their own agents, resulting in a savings of 13 minutes per customer call while significantly improving the overall customer experience.



A background image featuring several swans in flight against a cloudy sky, with a silhouette of a mountain range at the bottom.

BILL GOSLING OUTSOURCING

Bill Gosling Outsourcing has the technology and resources to help your business provide better customer service. With over 60 years of experience in the contact center industry, we've learned that what matters most is how your brand gets where it needs to be.

Our dedicated team will work with you to create your brand's strategy for providing great customer service experiences. We work with financial institutions, telecom companies, charitable organizations, roadside assistance companies, the healthcare industry, and more. No matter the challenge, our team will work passionately to build the right solution for you.

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